

U.S.N.

B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

February 2025 Semester End Main Examinations

Programme: B.E.

Semester: IV

Branch: Industrial Engineering and Management

Duration: 3 hrs.

Course Code: 23IM4PCMAE

Max Marks: 100

Course: Management and Entrepreneurship

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.			UNIT - I	CO	PO	Marks
	1	a)	Explain the artistic as well as scientific aspects of modern management with example cases.	CO2	PO2	10
		b)	What are the modern management approaches practiced in running an enterprise in the 21 st century? Explain them with illustration.	CO1	PO1 PO2	10
			OR			
	2	a)	How Management is a universal process which is applicable in any environment from business re-engineering to manufacturing and to service sectors. Illustrate the case study of transformation of Pepsico by Indira Nooyi.	CO1	PO1	10
		b)	Describe the contribution of Henry ford in association with proposing the automation, what were the successes and failures of this contribution?	CO2	PO2	10
			UNIT - II			
	3	a)	Discuss the various types of Plans. Discuss the strategic plans in the projects for constructing any monuments.	CO1 CO2	PO1 PO2	10
		b)	Explain the steps involved in planning with an aid of the case study based on construction of Delhi metro.	CO2 CO3	PO2	10
			OR			
	4	a)	What are advantages of centralization over decentralization? With the help of a case explain the features of centralization.	CO1 CO2	PO1 PO2	10
		b)	If an organization is running with the advisors to assist in adaptability of progressive business, what type of organization is it and as a production manager how do you improve the quality?	CO2 CO3	PO2	10
			UNIT - III			
	5	a)	Explain three different leadership styles. Considering industrialists and scientists how do you Identify amongst them the transactional and transformation leaders.	CO1 CO2	PO1 PO2	10

	b)	What are the various techniques of establishing control? Considering the case study of “true lies in Satyam” to explain what was cause for an unsuccessful business?	CO3	PO2	10
		OR			
6	a)	Explain any two motivational theories followed to understand human behavior with the help of real-world cases.	CO1 CO2	PO1 PO2	10
	b)	List the Principles of Directing keeping ‘Vijay Mallaya’s Kingfisher’ as an example and explain them?	CO3	PO2	10
		UNIT - IV			
7	a)	Whenever people are interested to become entrepreneur what are the functions which are to be accomplished to establish an enterprise? In the same scenario, explain how Biocon was established.	CO3	PO2	10
	b)	Elaborate on the role of entrepreneurship in economic development of India	CO2	PO2	10
		OR			
8	a)	Can Entrepreneurship play the role of a prime driver of economic growth in India? Justify your view with two illustrations.	CO1, CO2	PO1, PO2	06
	b)	‘Entrepreneurship is dependent upon a purposeful and systematic innovator. It includes not only the independent business but also company directors and managers who actually carry out innovative functions’ – thus Entrepreneurship was defined by an expert. In the above context, explain the barriers that an Entrepreneur will have to cross in India to make a resounding difference?	CO1, CO2	PO1, PO2	06
	c)	Explain the challenges faced by ‘Start Ups’ in India even when there is policy support from the Union Government?	CO2, CO3	PO2	08
		UNIT - V			
9	a)	What support can you get from TECSOK and KIADB when you have planned to become an entrepreneur?	CO2	PO2	10
	b)	Explain how government of India introduced economic reforms of liberalization, privatization to move towards globalization. How did this help Infosys to clear off the hurdles while establishing itself and growing in its chosen sector.	CO3	PO2	10
		OR			
10	a)	List the steps involved to start a small-scale Industry in India.	CO2 CO4	PO1 PO2 PO9 PO10	10
	b)	What are the contents of a good project report to qualify for the sanctioning of land or finance?	CO4	PO1 PO9	05
	c)	Classification of activities involved in Network Analysis for a project.	CO4	PO1 PO10	05
